

Adtech Local

Confidential Executive Review - March 2025

Executive-Level Review & Alignment Request

To: hi@simpli.fi, privacy@simpli.fi.com, alissa@simpli.fi.com, lauren@simpli.fi.com,
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From: Keith Whitfield, Founder & CEO, Adtech Local

Date: March 20, 2025

Subject: Campaign Execution Failures & Sales Conduct Review

Dear Simpli.fi Executive Team,

This communication is written in full respect for the platform and long-term capabilities of Simpli.fi. However, it reflects a necessary obligation to acknowledge the patterns, failures, and systemic issues that have materially obstructed our shared objectives rooted entirely in the operational decisions and conduct of the Simpli.fi sales organization.

The objective here is not to seek conflict or liability. It is to expose misalignment, restore clarity, and protect the integrity of all parties involved.

I. Partnership Structure & Sales Team Representation

Adtech Local was assured of:

- White-labeled UI access
- Real-time campaign control and reporting
- AGF and VIN-level data segmentation
- Institutional branding for client presentation

These were not delivered, despite being central to investor confidence and operational setup.

II. Solar Connect Local Campaign Breakdown Q2 2024

Launched via Connected TV with 1.1 million ads showing the misspelled word 'Recidential'. Despite early reports, the issue was not addressed for 12 days.

Only 6 email conversions occurred out of 35 million impressions. All 6 referenced the spelling error.

Expected email conversions:

- 1% = 350,000 emails \$70M\$350M

- 5% = 1.75M emails \$350M\$1.75B

Result: effectively zero.

III. Bluetti Winter Campaign Strategic Miss (Feb 2025)

Requested December 14, 2024. Intended to run during peak winter/holiday period. Delayed until February 15, 2025.

Product: \$1,550 with 10% commission. Expected 1% conversion on 3.5M monthly impressions = \$5.425M lost opportunity.

IV. Client Circumvention Q1 2025

Clients were contacted directly by Simpli.fi sales. Adtech Locals involvement was omitted. Pricing was disclosed improperly, disrupting financial models.

V. Proposal Received March 2025

Proposal suggested transitioning clients directly to Simpli.fi and repositioning Adtech Local as a prepaid account without agreement or approval.

VI. Request for Executive Clarification

I propose an executive-level meeting to:

- Identify who had authority over these decisions
- Clarify partnership structure
- Prevent future breaches of process and expectation

This is submitted in good faith for mutual resolution.

Sincerely,

Keith Whitfield

Founder & CEO, Adtech Local

